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Jeff McAlister, foreground, with Premiere Communications puts the networking cabling in at one of the patient stations in the new ECU Dental School satellite office in Ahoskie, NC on July 5, 2012. Dental students and residents will work in the new facility, which will bring dental care to an underserved area of the state. It is slated to open within the next few weeks.

**ECU dental school opening new clinic in underserved corner of NC**

By Jay Price - jprice@newsobserver.com

AHOSKIE–The new, 16-station ECU dental clinic won’t open here for a couple of weeks, but rarely an hour goes by without the phone ringing or someone hoping for an appointment walking in through a door left unlocked by a contractor.

“This is the biggest thing to happen here since Nucor opened the steel mill, and that was 12 years ago,” said Howard Hunter III, a Hertford County commissioner and chairman of the county’s public health authority. “I just hope they can keep up with the demand.”

There is only a handful of local dentists in the multi-county area the clinic will serve. Many people simply drive to Virginia if they need to be seen quickly, Hunter said.
The problem is common in many rural corners of the state. North Carolina has a shortage of dentists, with 4.5 per 10,000 residents, compared with a national average of about 6 per 10,000 – and the averages are lower in rural areas.

Many counties have only a couple of dentists. And as of 2010, there were four – all of them here in the northeast corner of the state – with no dentists at all, according to data maintained by Cecil G. Sheps Center for Health Services Research at UNC-Chapel Hill.

That’s why the new East Carolina University School of Dental Medicine is opening the $3 million clinic in Ahoskie, and making it a prototype for nine others that will be scattered across North Carolina. Those are expected to be completed in the next two or three years.

They’re aimed at fighting the shortage by treating patients and by training dental students who are interested in small-town practices. That’s part of the dental school’s mission.

Indeed, the clinics are an integral part of the school, said Dr. Michael L. Scholtz, the director of community dental practices for ECU.

“It’s like you lifted the fourth floor off of the dental school, chopped it into 10 parts and spread it around the state,” Scholtz said. “The model we will have is really unique in dentistry, and something that’s badly needed.”

**Living where they learn**

Fourth-year dental students will do three rotations of about nine weeks each in three different clinics. Each dental resident will be assigned to work in a single clinic for a year. The residents and students will live in the communities. Each clinic will have five students, two residents, a full-time faculty dentist and a half-time dentist.

It will be a while before the students arrive, as the ECU school’s inaugural class of about 50 is just finishing its first year.

But from the beginning there will be residents and full-time and part-time faculty dentists working at their sides and mentoring them.

The clinic will be equipped with a high-definition video camera linked back to Greenville. When students and residents need help with complicated cases, specialists at ECU can look over their shoulders as they work.

Video links will provide distance learning for the students and residents, and local dentists will be invited to take advantage for continuing education.
Local dentists also will be able to take advantage of the clinic’s expensive 3D imaging system to help diagnose problems and plan delicate treatments.

The Ahoskie clinic will be adjacent to the new Roanoke Chowan Health Center, a federally-supported nonprofit medical center under construction next door, with 48 exam rooms and a pharmacy. They’ll work closely together, referring patients to each other and sharing records. The dental school will be able to make good use of the 15,000-patient database at the medical clinic, Scholtz said.

**Building across the state**

A second ECU dental clinic will open this fall in Elizabeth City. Then come the others in towns including Lillington, Sylva, Spruce Pine and Lexington. The university hasn’t announced the remaining four sites yet, but the Robeson County commissioners voted in May to buy land for one there.

Many indigent patients will be treated at no cost. Some will pay on a sliding scale based on their income, while others will pay in full, or be covered by their insurance.

Serving the full gamut, Scholtz said, is critical so that the clinics can eventually become self-supporting, which was an expectation by the legislature when it approved their funding.

The learning won’t just be “drilling and filling.” The students will live and breathe the other skills it takes to run a dental practice, including personnel management, team-building, how to run a front desk and billing.

**Drawing dedicated students**

All of this, and the school’s mission statement of trying to increase the number of dentists in underserved areas, drew student Mark Dobransky from a tiny community called Merry Hill in nearby Bertie County. Bertie, according to UNC records, had just one dentist in 2010.

Dobransky was raised in New York, but his family moved to Bertie a few years ago, and he came to appreciate the mellow pace and close community of rural life. At least trying to practice there or somewhere similar is high on his wish list, he said.

Many of his classmates at ECU, he said, are from rural areas, some from the western reaches of the state who have said they want to practice in their hometowns.

The clinic setup, he said, is perfect to help make that possible.
“They’ll make sure when we do go out in rural areas, especially if we’re going to open our own practices, that we understand every aspect of what that will take,” Dobransky said.

In Ahoskie, the students also will learn some of the less formal parts of being a dentist in places like Bertie, by performing community service.

Scholtz helped set up an advisory council with members from various parts of the community.

The panel will give ECU feedback on how the clinic is doing, and also help the students and residents find good fits for volunteer work.

ECU plans to replicate that at the other sites, too.

Health care professionals in small towns are essentially treated as leaders from their first day on the job, Scholtz said, so they need to become part of the community quickly.

Price: 919-812-8551

**Search for new dean could end soon**

East Carolina’s School of Dental Medicine has been without a dean for nearly a year since the abrupt resignation of its first one, Dr. James Hupp.

Hupp stepped down in August after a state audit revealed improper travel expenses and an internal university probe found outside compensation that he had not reported to ECU.

D. Gregory Chadwick, the associate dean for planning and extramural affairs, has been standing in as interim dean, but perhaps for not much longer.

Vice Chancellor Phyllis Horns has been interviewing internal candidates at the school and Chancellor Steve Ballard hopes to have a decision by late summer, said Mary Schulken, a spokeswoman for ECU, in an emailed statement Friday.
Dr. Michael Scholtz talks about the new ECU Dental School satellite office in Ahoskie, NC on July 5, 2012. Dental students and residents will work in the new facility, which will bring dental care to an underserved area of the state. It is slated to open within the next few weeks.
Tuesday, July 10, 2012

Local student awarded scholarship

Winterville graduate Darci Braxton has been awarded a Scholar Vision scholarship from Carolinas Credit Union Foundation.

She plans to attend East Carolina University.

The Scholar Vision Funds are a collection of funds and resources established to help credit union members in North Carolina and South Carolina achieve a higher level of education.

Through the Scholar Vision Funds, educational and financial need scholarships are available to credit union members through the Foundation’s General Fund or through a collection of advised and named funds.

Since inception, the Foundation has invested more than $2 million to help credit union members better themselves through higher education.
A salary dispute between the University of North Carolina at Chapel Hill and a physics professor imprisoned in Argentina remains unresolved.

In a hearing Monday morning, Judge Carl Fox of the Orange County Superior Court granted the university’s request to move the hearing to Aug. 13. UNC has not yet responded to the complaint filed by attorney Barry Nakell, who represents the professor, Paul Frampton.

Frampton, who has been jailed in Argentina since he was arrested on drug-trafficking charges in January, is fighting to retain his salary after university administrators stopped paying him due to his incarceration.

**Salary halted with arrest**

The university violated its own polices regarding tenured faculty, Nakell said. Administrators were supposed to convene a hearing composed of faculty members to issue a recommendation to the chancellor whether to remove Frampton or withhold his pay.

“This is a lawless action by the highest levels of university government,” he said. “It sets a poor example for the rest of the university.”

The university has argued that Frampton has not been able to teach classes and has limited communication from Argentina. It has also sent letters attesting to Frampton’s character and sent an emissary to support him, but
the arrest and his physical separation from his students and research at the
university justify withholding his pay, the university has said.

Frampton is awaiting trial in Argentina, Nakell said.

**Friends: Frampton naive**

The physics professor was arrested in January after reportedly being duped
into carrying onto a plane a small suitcase with a hidden compartment that
contained two kilograms of cocaine.

Supporters say Frampton’s naivete made him vulnerable in many social
situations, which led him to accept the baggage when most people would say
no.

Frampton needs his salary to support the costs of legal defense, Nakell said.

Mark Williams, a UNC professor of mathematics, and Hugon Karkowski, a
UNC professor of nuclear physics, have started an online campaign
accepting donations and character references for Frampton’s defense.

Kandimalla: 919-829-8917
UNC junior Hunter Mott, left, and UNC graduate Nick Beeson, right, move a mattress and box springs out of an apartment at married student housing on UNC campus - the Baity Hill Student Family housing complex at UNC Tuesday, June 26, 2012. Mott and Beeson found a moving job this week through Sweeps, the online brainchild of Morris Gelblum, 24, its founder and CEO. Sweeps is a growing online company that connects college students with odd jobs such as computer/IT work, moving furniture, tutoring and proofreading papers.

**Chapel Hill website connects students with odd jobs**

By Monica Chen - Correspondent

CHAPEL HILL—Just two years out of college, 24-year-old Morris Gelblum is running an online company that helps other young people struggling to make ends meet.

Gelblum’s company, Sweeps, connects college students with odd jobs such as computer IT work, moving furniture, tutoring and proofreading papers. One frequent odd job for students of the digital age: Helping people learn to use their iPhones.

The company charges a flat rate of $25 an hour, and students are paid $14 an hour, plus tip. About 250 “Sweepers” from UNC-Chapel Hill, N.C. State University and four other universities worked in the Triangle in 2011, up
from 75 Sweepers when the firm launched in 2010. This year, Sweeps will expand into Charlotte, Wilmington and the Triad.

Gelblum wants to help young people make extra spending money, network and gain skills that could lead to full-time jobs.

“I was graduating in 2010 amid a graduating class that was hit hard by the recession. It had created this need,” he said. “People are either unemployed or under-employed. It’s been three to four years now where it’s been tough for my generation.”

Sweeps is a lean operation out of a one-room office at 133 1/2 E. Franklin St., in the Franklin Business Center. It consists of Gelblum and four interns and is hiring for IT support, programming and marketing positions.

The company keeps overhead low by operating mostly from its website, Sweeps.jobs, and using affordable software-as-a-service programs and tools, such as Yammer, an intra-office social media program.

Gelblum built the basic structure of Sweeps with the help of his mother when he was a student at Broughton High School in Raleigh. When he enrolled at UNC-CH, he expanded it and earned an Excellence for Entrepreneurship Award at Kenan-Flagler Business School for the business model.

After graduating, Gelblum further expanded the vision. Now, he wants to build Sweeps into a national website, to be “the best way to hire college students.”

“College students always have skills that the general population needs,” Gelblum said.

Gelblum declined to give revenue numbers, but said the company is profitable and has never had to raise or borrow money.

The advantage over a website such as Craigslist, he said, is Sweeps’ ability to provide trustworthy workers with skills matched to the jobs.

A screening process involves a paper application and a three-step interview process. In 2011, the company turned away about half its applicants as it looked for one quality above all others: motivation.

Sweeper Benjamin Snow, 23, graduated from N.C. State in May with a degree in bio-engineering, studying wetland restoration and water quality. He said he made about $700 in the spring semester working through the company, doing mostly moving jobs – Snow wanted physical labor to balance out the school work.
Snow said he liked the flexibility and freedom of the Sweeps model. The company sends out notifications of job opportunities via email, Twitter and text messages. Sweepers respond to the messages to compete for the jobs, and win the jobs by their ranking in terms of past experience and feedback from customers.

“Each Sweeper is their own independent contractor. It gives you more freedom on when you want to work,” said Snow, who has a full-time job lined up for the fall. “Working a part-time job, you have to go through a boss and try to consult with your coworkers for your schedule and availability. It’s been nice not having to go through that route.”

The job market for graduates this year still looks challenging. The national unemployment rate for people 20 to 24 years old was 13.7 percent in June, above the national average of 8.2 percent.

At the same time, graduates also have the weight of mounting college loan debts on their shoulders.

**Fewer jobs, large loans**

A recent study by John Quinterno of Chapel Hill research firm South by North Strategies – conducted for Demos, a New York public-policy organization – found that as state government support for higher education has declined during the past decade, tuition and fees at four-year public universities increased by 112.5 percent. Outstanding student loan debt in the U.S. has grown by a factor of 4.5 since 1999 – from $119 billion in first quarter 1999 to $541 billion in first quarter 2011.

“Compared to prior generations of college students, young adults who have reached college age since 2000 have increasingly been left to their own devices,” Quinterno wrote.

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Truthinessology: The Stephen Colbert effect becomes an obsession in academia

By Paul Farhi

Nation, our so-called universities are in big trouble, and not just because attending one of them leaves you with more debt than the Greek government. No, we’re talking about something even more unsettling: the academic world’s obsession with Stephen Colbert.

Last we checked, Colbert was a mere TV comedian, or a satirist if you want to get fancy about it. (And, of course, being college professors, they do.) He’s a TV star, like Donald Trump, only less of a caricature.

Yet ever since Colbert’s show, “The Colbert Report,” began airing on Comedy Central in 2005, these ivory-tower eggheads have been devoting themselves to studying all things Colbertian. They’ve sliced and diced his comic stylings more ways than a Ginsu knife. Every academic discipline — well, among the liberal arts, at least — seems to want a piece of him.

There are dozens of scholarly articles, monographs, treatises and essays about Colbert, as well as books of scholarly articles, monographs and essays. A University of Oklahoma student even earned her doctorate last year by examining him and his “Daily Show” running mate Jon Stewart. It was called “Political Humor and Third-Person Perception.”

The academic cult of Colbert (or is it “the cul of Colbert”?) is everywhere. Here’s a small sample. Jim . . .


- “The Irony of Satire: Political Ideology and the Motivation to See What You Want to See in The Colbert Report,” a 2009 study in the International Journal of Press/Politics that its authors described as an investigation of “biased message processing” and “the influence of political ideology on perceptions of Stephen Colbert.” After much study, the authors found “no significant difference between [conservatives and liberals] in thinking Colbert was funny.”

Colbert-ism has insinuated itself into the undergraduate curriculum, too. Boston University has offered a seminar called “The Colbert Report: American Satire” for the past two years, which explores Colbert’s use of “syllogism, logical fallacy, burlesque, and travesty,” as lecturer Michael Rodriguez described it on the school’s Web site.

This fall, Towson University will roll out a freshman seminar on politics and popular culture, with Colbert as its focus.

All this for a guy who would undoubtedly mock-celebrate the serious study of himself.

Satirical tradition
The college crowd says Colbert is worthy of study because his single-
character political satire is unique in the annals of television. His character,
an egomaniacal right-wing gasbag, connects him to a long Western satirical
tradition going all the way back to the Roman poet Horace and the ancient
Greek playwright Sophocles, although neither of those guys had basic-cable
gigs.

“Colbert deserves to be held against the greatest satirists in American
history,” says Sophia McClennen, a professor of international affairs and
comparative literature at Penn State and the author of “Colbert’s America:
Satire and Democracy.”

McClenne, says Ben Franklin and Mark Twain — to name-drop two of
Colbert’s forebears — used satire to mock the powerful, critique prevailing
social attitudes and shape American democracy “at a moment when the U.S.
was in the midst of transformation, change and crisis. . . . My argument is
that our democracy is in a tough spot now, when corporations are exercising
increasing power over government, and that Colbert captures this moment as
they did.”

Cross-cultural appeal

Geoffrey Baym, a media studies professor at the University of North
Carolina at Greensboro, says “The Colbert Report” and its host have
compelled the people who study political communications to take
entertainment TV seriously and the people who study entertainment and
popular culture to think more about politics.

“I’m sure there are still a lot more books out there on CBS News and
Edward R. Murrow, but you could argue that the emergence of satire news at
this level is an important phenomenon that I don’t think we still completely
understand,” says Baym, the author of “From Cronkite to Colbert: The
Evolution of Broadcast News.”

Colbert, Baym says, “is doing something important in a political sense” by
educating his TV audience about the nuances and defects of the electoral
system. He cites Colbert’s ongoing segments about his self-created super
PAC — “Making a Better Tomorrow, Tomorrow” — as an unprecedented
eexample of information, entertainment and activism.

The program also works as a kind of “gateway” for greater civic engagement
for young people, says Amy Bree Becker, a communications studies
professor at Towson who will teach the school’s Colbert course next
semester.
“It’s a very good way to get young people who would normally not pay much attention to politics to learn a little more,” she said. “You have to know something to get the joke. [The show] encourages people to find information from other sources.”

Becker suggested there’s another obvious reason why students and professors enjoy studying Colbert: He’s a lot funnier than Emerson or Keats or Kierkegaard.

“People in universities like to laugh, too,” she said.

And that’s the Wørd.
How to Make a Résumé That Works

By RUTH MANTELL

You've tweaked and crafted your résumé, spell-checked it at least twice. But have you included a "QR code"?

Those are the bar codes that are popping up in newspapers, on consumer products and elsewhere, that can be scanned by smartphones. Some people are adding these to their résumés to direct employers to online portfolios, contact information and other application materials.

"People are definitely getting creative," says Rosemary Haefner, vice president of human resources at jobs site CareerBuilder.com. "Individuals can create a code and link it to other information about their background."

Other creative strategies to make a résumé stand out include using infographics and videos, which highlight job seekers' accomplishments and communication and technical skills.

Several months ago, an applicant's video résumé for a human-resources role at CareerBuilder caught Ms. Haefner's eye. While the applicant didn't win the position, Ms. Haefner says she was impressed.

"It's great that somebody was trying to do something different," Ms. Haefner says.
However, applicants need to know their audience and should think carefully before submitting a résumé that some employers may view as hokey. Furthermore, many employers spend less than a minute reviewing a résumé—they won't have time for or interest in videos and charts.

Indeed, unusual content and formatting can backfire.

"If you put your résumé on a watermelon, that won't get [positive] attention. The substance of a résumé is what matters. People who do serious work don't have to puff it up," says Charles Wardell, chief executive of Witt/Kieffer, an executive search firm based in Oak Brook, Ill.

Job seekers also should avoid focusing too much on a résumé and too little on networking. In many cases, networking will get an applicant an interview, and a résumé is needed only to remind an employer about a job-seeker's background.

Here are two other strategies to make a résumé stand out in a competitive job market.

Go Retro: Some experts recommend job seekers take a page from the past: Send in a basic application that includes a well-crafted cover letter with a résumé that highlights career progression.

A cover letter can be a separate document, or included in the body of an email.

Glenn Shagena, director of manufacturing human resources at Chrysler Group, says it's common to receive 10 to 50 résumés for an open spot. He appreciates conciseness and precision.

"It's surprising how many résumés you'll see with misspelled words, poor grammar," Mr. Shagena says. "There really is a war for talent, and a résumé that looks good and looks crisp and well-written will absolutely get somebody in the door."

Larry Maier, president of Peerless Precision, a small Westfield, Mass., manufacturer of parts for the aerospace, defense, and medical-devices industries, says he wants résumés from technical applicants that highlight training and relevant work experience—and that's it.

When it comes to reviewing résumés, 30 seconds is enough for Mr. Maier.

"I really don't care what their hobbies are and their personal life. What I want to see is if they went to a legitimate school and they have some training and experience," Mr. Maier says.
Focus on recent accomplishments: To stand out, a résumé should concentrate on an applicant's most important work experience—accomplishments within the past five to 10 years—rather than treating all listed positions equally, says John Challenger, chief executive of outplacement consulting firm Challenger, Gray & Christmas in Chicago.

"Companies are interested in what you did today, and what you've accomplished over the last five years is going to be key in how they look at your candidacy," says Mr. Challenger.

Joanne Pokaski, director of workforce development at Beth Israel Deaconess Medical Center in Boston, says job seekers who face competition from a large pool of applicants with similar or identical technical backgrounds should highlight specific accomplishments, such as improving an employer's operations.

"You want to figure out how to stand apart from your peers with the same basic skills," Ms. Pokaski says. "Are you someone who has won awards for excellent patient care? Did you create a new process for scheduling patients, reducing waste? A résumé that says 'You can count on me to get things done' makes an applicant stand out."

—Ruth Mantell is a writer for MarketWatch. Read more at marketwatch.com.
Are U.S. business school enrollments diverse, or is there some fuzzy math going on? WSJ's Melissa Korn visits Mean Street to break down the numbers. Photo: Bloomberg News.

### Business Schools Short on Diversity

**Asian-Americans, Statistically Overrepresented, Can Mask the Levels of Underrepresented Minorities**

By MELISSA KORN

Elite M.B.A. programs like to tout their rising minority enrollments, but are B-school students all that diverse?
The answer: It depends.

While many top programs boast that ethnic or racial minorities comprise a quarter or more of their student bodies, most of that population is Asian-American, a group that is statistically overrepresented at business schools when compared with their proportion of the U.S. population at large. But among traditionally underrepresented groups, including African-Americans, Hispanic Americans and Native Americans, enrollment remains low—a sign, some say, that B-schools have much more work to do to attract those students.

For example, Cornell University's Johnson Graduate School of Management reported that 34% of its two-year M.B.A. class graduating next spring will be minorities, up from 31% in the class that graduated this year. But taking Asian-Americans from that count shows the share of underrepresented minority students actually fell during that time, to 12% from 15%.

Despite "minor fluctuations" in the population of underrepresented minorities, "we have been very pleased to consistently exceed our goal of being over 30% minority and 10% underrepresented minorities in our recent two-year M.B.A. classes," says Nsombi B. Ricketts, director of Johnson's Office of Diversity and Inclusion.

A decade ago, Johnson's M.B.A. class was 19% minority, and 8% underrepresented minority.

Enrollment numbers are only part of the issue, schools contend—applications from underrepresented groups are also low. Most schools don't break down their application data by race, but admissions consultants and other business-school insiders say those groups remain underrepresented in application pools too.

"When you look at B-school demographics, you see pretty healthy numbers on overall minorities. When you unpack it a little bit, the numbers are very different," says John Rice, founder and chief executive of Management Leadership for Tomorrow, one of the largest nonprofit organizations supporting underrepresented minorities applying to business school.

**Degrees of Diversity**

See the share of each class that is described as minority or under-represented minority in some top business schools.
Growing minority enrollment is a major factor in attracting corporate recruiters, who are seeking more diversity among new M.B.A. hires and are particularly drawn to schools with such populations. And it is important for B-schools to bring companies to their campus, since the schools draw in new students in part based on their prior job-placement success.

Many schools are hesitant to discuss their diversity numbers in detail. Columbia Business School and Stanford Graduate School of Business, for example, reported minority populations of 35% and 27%, respectively, for the M.B.A. class graduating in 2013, but don't disclose the "underrepresented" figures.

"[Schools] cloud the picture by the way that they report statistics," says Peter J. Aranda III, executive director and CEO of the Consortium for Graduate Study in Management, a nonprofit that offers application assistance and financial aid to minorities in business school. "There's certainly a portion of the general public that think 30% is a good number."

The class of 2012 was the most diverse ever at Dartmouth College's Tuck School of Business, with 19% minorities and 10.2% underrepresented minorities. Karen Marks, diversity officer and associate director of admissions, says the school has "significantly increased" those figures in her 4½ years at Tuck. However, that figure has fallen, and just 14% of the class of 2013 is classified as "minority."

University of Michigan's Stephen M. Ross School of Business reported 28% of its 2013 graduating class are minorities, but just 10% of the class is African-American, Hispanic American or Native American. The minority and underrepresented minority figures at Carnegie Mellon University's Tepper School of Business are 27% and 9%, respectively, and those at Yale School of Management are 25% and 7%.

B-school diversity can lag behind that of other graduate programs, such as medical and law schools, according to enrollment data from various schools.

Groups like MLT, as well as the National Society of Hispanic M.B.A.s, National Black M.B.A. Association and the Consortium help prospective students compile competitive applications, prepare for interviews and connect with top schools, and provide some financial aid. MLT's 225 fellows join the group as much as a year before actually applying to business school, Mr. Rice says.
Often minority applicants, even those with stellar credentials, aren't confident in their ability to gain acceptance to top programs, says Scott Shrum, director of M.B.A. admissions research at Veritas Prep, a firm that advises business-school applicants. That is in part due to the dearth of role models who have successfully completed business school, Mr. Shrum says.

"Sometimes they need a little more coaxing to actually pull the trigger" and apply, he says.

But applicants who get such coaching fare well: Mr. Rice of MLT says upward of 90% of his fellows are accepted to at least one school, with success rates two to three times as high as the general applicant pool.

Another major barrier to entry is cost. Manny Gonzalez, CEO of the National Society of Hispanic M.B.A.s, says that population in particular sees financing a degree as a major obstacle. And while most of these groups provide scholarship aid, the awards tend to be fairly small. The Robert Toigo Foundation, for example, offers its 50 to 60 fellows an annual scholarship of $2,500. Nancy Sims, president and chief executive of the finance-industry organization, calls it "a symbolic recognition" of their participation.

Write to Melissa Korn at melissa.korn@wsj.com